

LOYOLA OF MONTREAL

7200 SHERBROOKE ST. W., MONTREAL 28, QUEBEC

482-0320



HOME OF THE WARRIORS

DEPARTMENT OF PHYSICAL EDUCATION AND ATHLETICS

For release THURSDAY, SEPTEMBER 14

ETCHEVERRY SAYS, "DON'T BABY THEM"

Sam Etcheverry, in his new role this year as Quarterback Coach of the Loyola College Warriors often finds himself having to think twice before giving an instruction.

"I find that a lot of these boys have been babied too much before going to College and expect to be pampered on the football field," says the former Montreal Alouette star Quarterback.

"A player might cut his finger and figure he's out for the season. That's certainly no attitude for a boy to have if he is ever to be a good football player or any kind of a man. Don't baby them at home!"

Etcheverry speaks from experience. During his brilliant nine year career as star signal-caller for the Alouettes "The Rifle" didn't miss a single game. He played 168 consecutive games with the Als after coming out of the University of Denver. He went on to play in the NFL with St. Louis Cardinals and finally hung up his cleats in 1963 after two years in St. Louis and one month with the San Francisco Forty-Niners.

"Football is a man's game and a boy won't ever get anywhere in the game unless he plays like a man", said Etcheverry. "At least that's the way I was taught as a boy and I truly believe it."

Sam admits that the best place to learn to be a football player is in a College program where coaches have been academically and professionally trained, the practices and games are regular and movies are taken and studied of all games. Loyola is running an ideal program for a boy who is interested in a good education and learning to make the most of his athletic abilities. Etcheverry has his oldest son Steve enrolled as a student athlete in the West End Institution.

Coaching at a College is something new for The Rifle. "You cannot ever get pro precision on this level but I derive a great deal of pleasure and self satisfaction from coaching these enthusiastic collegians. They are so eager to learn," said Sam. "Our four quarterback candidates Plante, Mangels, Whalen and Courtney can't acquire knowledge fast enough."

Etcheverry feels that Terry Whalen, a sophomore from Lachine appears to have the starting QB post locked up. "He reminds me of Russ Jackson the way he runs. He is quick on his feet, has a strong arm and is an A student in the classroom and on the field."

Head Coach Bob Lincoln of the Warriors is of the opinion that every college football team should have a Quarterback Coach. In Etcheverry Loyola has one of the best.

"To teach a young man all the skills necessary to play Quarterback requires a specialist to instruct and give him individual attention. Sam has given us the same stellar performance coaching as he gave as Quarterback for the Alouettes," says Lincoln. "Our QB's have made tremendous progress under his tutoring. We hope Sam will be part of Loyola for a long time."